

**Golf Advisory Board Minutes  
Spicer House  
Monday, February 1, 2010**

**Call Meeting to Order**

Meeting was called to order by Chairperson Tim Castleberry at 7:00.

**Roll Call**

Amy Almond, Duncan Olding, Eric Morrison, Brian McCallen, Tom Kiely, Todd Goodhue, Tim Castleberry and John Silsby were in attendance.

Bill Johnson and Ralph Little were not in attendance.

**Approval of Minutes: December 7, 2009**

Tom Kiely made a motion to accept minutes, Amy Almond seconded the motion, all were in favor.

**Correspondence from GAB Members**

Deb Monteiro emailed the members of the GAB stating she would no longer be on the board and Bill Johnson would be replacing her.

**Review of Monthly Revenue Report/Budget Report**

During the month of January \$10,000 was generated. The bad weather has kept people away and the golf course was closed on the snow days. Passes are being bought slowly since the new cut-off date is April 1<sup>st</sup>.

**CIP Projects Update**

Work on the equipment wash station has started. They are presently working on the roof structure and the electrical work has started. The plumbing is 50% complete. Once the clear weather approaches, it should be completed quickly.

The cart path between 8 and 9 is being looked at by public works. That work will be started in early Spring.

The windows and awnings will be started in the Fall.

This year's project will focus on the 14<sup>th</sup> hole. The current tee complex consists of two tees, the back tee will remain, but it will be stripped, leveled and resodded. The other tee will be abandoned, and two new tees will be constructed to replace them. The new forward tee, along with a few more in the future, will allow the course to achieve an equal par rating for both men and women.

### **Budget Update**

The retirement and health care has increased by \$47,565. There will be a decrease in operating expenses. Reductions in advertising, training, and misc. expenses are among the decreases. The biggest decrease, \$10,000, will be in the fertilizer and pesticides. This should not impact the golf course since the prices are more competitive and have decreased dramatically.

### **Marketing Plan – Todd Goodhue**

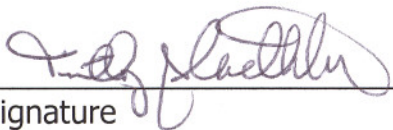
Todd has been searching for an e-marketing firm and found that Course Trends would be our best choice. The board reviewed the information from the site which would enable Todd to send out email blasts for specials and coupons, etc. This also would have a link directly to the town and the golf course website for tee times and other information. Amy Almond made a motion that we proceed with the purchase and Brian McCallen seconded the motion, all were in favor. Brian told Todd he would help him with this project.

### **Next Meeting Date**

The next meeting date will be Monday, April 5<sup>th</sup>.

Tom Kiely Made a motion to adjourn. Tim Castleberry seconded the motion. Meeting adjourned at 8:00.

Minutes have been approved and accepted.

  
\_\_\_\_\_  
Signature

4/5/10  
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Date